

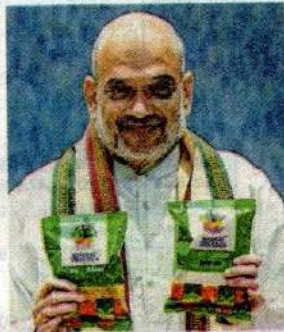
Amit Shah launches 'Bharat Organics' brand of new co-operative body NCOL

Press Trust of India
New Delhi

Cooperation Minister Amit Shah on Wednesday launched the 'Bharat Organics' brand of newly created National Co-operative Organics Ltd (NCOL) and asserted that it will emerge as the most "trusted" brand in India and abroad in the coming years.

The minister said the government will expand the number of labs approved by the National Plant Protection Organization (NPPO) across the country from the existing 34. Shah also launched the NCOL's logo, website, brochure and NDDB's organic manure.

Addressing the national symposium on the promotion of organic products through co-operatives here, Shah said, "NCOL is a platform for organic growers. Today, we are launching six products under the 'Bharat Organics' brand



Minister of Co-operation Amit Shah launches 'Bharat Organics' products in New Delhi, on Wednesday PTI

and 20 products by December."

The six organic products - tur dal, chana dal, sugar, rajma, basmati rice, and Sona Masuri rice - will be sold through Mother Dairy's 150 Safal outlets and online platforms, he said, adding that a network of retail outlets is being created across the country.

Initially, NCOL will sell the

organic products in India and later it will market in other countries, he added.

Further, Shah said, about 50 per cent of profits from the sale of organic products through NCOL will be transferred directly to member farmers.

ENTIRE SUPPLY CHAIN

The minister said NCOL aims to cover the entire supply chain of organic products through co-operative networks by undertaking various activities like aggregation, certification, production, testing, procurement, storage, processing, branding, packaging, labelling, marketing, etc.

BL Verma, Minister of State for Co-operation; Gnanesh Kumar, Co-operation Secretary; Rohit Kumar Singh, Consumer Affairs Secretary; Sunil Barthwal, Commerce Secretary; Meenesh C Shah, NDDB chairman (who will also be NCOL's chairman), and G Kamala Vardhana Rao, CEO, FSSAI, were present at the event.